

**Montana WIC Program  
EBT Working Group Conference Call Notes  
January 13, 2016**

**Conference Call Participants** *(self-identified during the call):*

**Wal-Mart Supercenters**

*(Corporate Office & Laurel store)*

**Albertson's**

*(Corporate Offices & Helena, Glendive stores)*

**Malmstrom AFB Commissary**

**Town & Country Foods**

**Smith's Food & Drug**

**Orange Street Food Farm**

**Associated Foods**

**B & S Quick Stop**

**Reynold's Market**

**Rosaueres Food & Drug Center**

**Picchioni's IGA**

**Bob's Valley Market**

**Kroger**

**Local WIC Agencies**

*(Ravalli & Cascade)*

**USDA**

*(Food & Nutrition Services)*

**Pablo Family Foods**

**Hamilton's Marketplace**

**Missoula Fresh Market**

**Montana WIC:**

**Leah Steinle**, WIC Retail Program Manager, [lsteinle@mt.gov](mailto:lsteinle@mt.gov) (406) 444-5530 – All inquiries

**Kevin Moore**, WIC Retail Coordinator, [kmoore@mt.gov](mailto:kmoore@mt.gov) (406) 444-4746 – UPC database

**Glade Roos**, WIC Retail Coordinator [groos@mt.gov](mailto:groos@mt.gov) (406) 444-2841 – Retailer enablement

**Solutran:**

Lorna Ballard – [lballard@solutran.com](mailto:lballard@solutran.com) (813) 327-6863

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**Overview**

Montana WIC's EBT processor is [Solutran](#). They emphasize customer services and have significant experience in WIC EBT. Solutran is Montana's current benefit processor and we officially kicked-off our EBT partnership last November. These conference calls will happen quarterly and are the best way for retailers to stay current on EBT progress and voice their concerns and insights.

Montana WIC's EBT rollout schedule is still tentative, but there are two main dates to be aware of:

- **Pilot area rollout – February 2017** *(includes retailers in the pilot area of Lewis & Clark, Jefferson, Silver Bow, Deer Lodge, Beaverhead, Powell, Madison, Broadwater, and Meagher counties).*
- **Statewide rollout – May 2017** *(Includes all other retailers).*

**Retailer Certifications**

First, some definitions:

**Integrated system** – A retailer's point of sale (POS) system which can process WIC card transactions in addition to all other types of transactions.

**Non-Integrated system** – A retailer's POS system which must process WIC card transactions with a separate, stand-beside unit.

Solutran will survey all retailers to determine if they require an upgrade to an existing system or the deployment of a new stand-beside system. If an upgrade to an existing system is required, the retailer must work with their system provider to get any required upgrades. A third-party-processor (a company called [Fiserv](#)) will certify that each retailer's system is working properly for EBT. Solutran will manage the EBT certifications, which includes supplying, implementing, and training on the use of any required stand-beside equipment. Retailers will be required to enter into contracts with Solutran for this equipment. Solutran recognizes these may be significant changes for some retailers, and will manage the process with an emphasis on outreach and ongoing communication.

### **Retailer Enablement**

In order to ensure that we deliver seamless WIC transactions at each cash register retailers need to have the capability to operate either an integrated or non-integrated POS system.

If a retailer is using an integrated system– the WIC software is part of the store cash register system. This means there is no stand beside device.

This is the preferred choice for all of our retailers. Integrating WIC into the POS system and normal business processes allows retailers to manage WIC transactions within the same system that manages transactions for cash and other tenders. The integrated system also provides a more streamlined purchase experience for the WIC customer.

If a retailer is using a non-integrated system the WIC software is on a Stand-Beside Point of Sale (POS) Device. This device is capable of supporting a WIC transaction – it will validate the items against the benefit balance and the Approved Products List (APL) accepts a WIC Card as payment. Retailers will need to reconcile the WIC transactions.

Once we complete the transition to EBT all WIC benefits will be processed using one of these systems – integrated or non-integrated. In either system, when a card is swiped, the device will obtain the benefit balance for the WIC customer and match the scanned food/formula items against the Approved Product List (APL) to accept the WIC customer's purchases.

We have grant funding to assist you in becoming an integrated retailer. There are no strings attached to this funding. If you are interested in this type of system for your store simply get in touch with us and we will assist you in completing the process.

This is a great opportunity for your store to upgrade your current cash register system! We will get you what you need, be it new software or an entirely new system. While we have ample funding, it is limited and it is one-time money; so, it will be up to you to maintain the system if you decide to upgrade.

For those of you who decide to take advantage of this opportunity we will plan on working with the POS technicians that service your store to help with this process.

We are very excited about what this opportunity means for retailers and WIC customers!! If you have any questions please contact Glade Roos at 444-2841.

### **UPC Database**

The UPC database includes every single WIC-authorized food item in Montana and determines what is and is not accepted by the WIC card. We have collected bulk UPC lists from distributors and some retailers, but will also go into

stores and manually scan UPC to ensure we have them all. Our goal is to scan quickly and during low volume times to minimize any disruptions. WIC's general scanning schedule is:

- **Pilot area – Summer 2016** *(It is likely we will be able to begin scanning some retailers outside of the pilot area as well during this time period).*
- **Statewide – January, February, March 2017**

As retailers discover new UPC they will be able to submit them for consideration to be added to the database through a website, email address, or over the phone.

UPC collection does not include PLU codes for fresh fruits and vegetables. WIC will be using the PLU set managed by the [International Federation for Produce Standards \(IFPS\)](#) because we believe most retailers are using codes within this set. This set includes many "store assigned" PLU codes, but there are also some store assigned codes that are not in the IFPS set. To ensure these items can move quickly across the checkout counter, WIC will require retailers to map these store-assigned codes to a list that WIC provides. We expect these PLU codes to be very few and infrequent. Please let WIC know if you are not using UPC in your store or if you are using a set of PLU codes different from the IFPS. You may contact Kevin Moore at (406) 444-4746

**Thank you for your participation in this call and please join us next time to stay updated and provide your insights into the Montana WIC card!**

**Next Call: Wednesday, March 30, 2016**

**Number: (866) 910-4857**

**Passcode: 768324**